

IAB's new rules for email rentals

The non-profit Interactive Advertising Bureau (IAB) has put out a list of rules for email list sellers. Sellers have to be able to prove where a name came from, and can never rent out a name without permission. Sellers also won't be able to over deliver anymore - a common practice to make up for a % of names stopped by mail filters, or to impress with fake response metrics. The new rules are outlined here - www.iab.net/news/pr_2002_12_17.asp.

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